IN THE CLAIMS

1.   (Original) A computer-implemented method to price a promotional product, the method including:

generating a user interface that facilitates input of specification information concerning the promotional product, the specification information including product information identifying a base product to be decorated and decoration manufacturing process information identifying a process whereby a decoration is applied to the base product;

receiving the specification information concerning the promotional product; and

automatically calculating a price for the promotional product utilizing the product information and the decoration manufacturing process information,

wherein the user interface further provides a visual representation of the promotional product having the decoration applied thereto and according to the decoration manufacturing process.

2.   (Original) The method of claim 1 wherein the specification information includes decoration position information identifying a position on the base product to which to apply a decoration, and the automatic calculation of the price for the promotional product is performed utilizing the product information, the decoration position information and the decoration manufacturing process information.

3.   (Original) The method of claim 1 wherein the specification information includes

decoration appearance information, and wherein the user interface facilitates identification of a

decorative image that comprises part of the decoration appearance information.

4.   (Original) The method of claim 3 wherein the user interface facilitates uploading of the

decorative image to a visualization server.

5.   (Original) The method of claim 3 wherein the user interface facilitates selection of the

decorative image from a plurality of the decorative images stored at a visualization server.

6.   (Original) The method of claim 2 wherein the user interface facilitates visual

specification of at least the decoration position information.

7.   (Original) The method of claim 6 wherein the user interface presents a positioning grid

to facilitate the visual specification of the decorative position information.

8.   (Original) The method of claim 1 wherein the user interface presents a list of base

products and facilitates user selection of the base product from the list of base products.

9.   (Original) The method of claim 8 wherein the user interface presents a thumbnail image

of a plurality of base products included within the list of base products when presenting the list

of base products.

10.   (Original) The method of claim 1 including storing decoration area information in conjunction with product information concerning the base product, the decoration area information specifying a size of an area on a surface of the base product to which the decoration may be applied.

11.   (Original) The method of claim 1 wherein the automatic calculation of the price for the promotional product includes utilizing a decorative image, representative of the decoration to be applied to the base product, to determine a decoration area, and calculating the price utilizing the decoration area.

12.   (Original) The method of claim 11 wherein the determination of the decoration area includes identifying a number of occupied pixels within the decorative image occupied by artwork representative of the decoration, and determining the decoration area based on the number of occupied pixels.

13.   (Original) The method of claim 1 wherein the automatic calculation of the price for the promotional product includes determining a decoration price per unit area for the decoration manufacturing process, and calculating a decoration charge based on the decoration price per unit area.

14.   (Original) The method of claim 13 wherein the decoration manufacturing process is an embroidery manufacturing process, and the decoration price per unit area is based upon an average number of stitches per unit area.

15.   (Original) The method of claim 14 wherein the decoration price per unit area is stored in

conjunction with the product information.

16.   (Original) The method of claim 1 wherein the user interface facilitates user specification

of a size of the decorative image.

17.   (Original) The method of claim 16 wherein the user interface presents a plurality of

predetermined size options for the decorative image for user selection to thereby specify the size

of the decorative image.

18.   (Original) The method of claim 16 wherein the user interface displays the decorative

image according to a default image size, and facilitates user modification of the default image

size.

19.   (Original) The method of claim 1 wherein the automatic calculation of the price for the

promotional product includes determining a unit price based on the product information

identifying the base product to which the decoration is to be applied, and calculating a unit

charge based on the unit price.

20.   (Original) The method of claim 19 wherein the product information includes any one of

a group of product characteristics including product type, product color, and product size.

21.   (Original) The method of claim 19 wherein the user interface facilitates the input of

quantity information indicating a quantity of the promotional products, and wherein the

automatic calculation of the price includes calculating the unit price based on the quantity of

promotional products.

22.   (Original) The method of claim 1 wherein the automatic calculation of the price of the

promotional product includes calculating a setup charge based on the decoration manufacturing

process.

23.   (Original) The method of claim 22 wherein the decoration manufacturing process is an

embroidery manufacturing process, and the setup charge comprises a digitizing charge for

digitization of a decoration image representing the decoration to be applied to the base product.

24.   (Original) The method of claim 1 wherein the automatic calculation of the price of the

promotional product includes calculation of a tax charge.

25.   (Original) The method of claim 1 wherein the automatic calculation of the price of the

promotional product includes calculation of a shipping charge.

26.   (Original) The method of claim 1 wherein the automatic calculation of the price of the

promotional product includes summing a unit charge based on the base product to which the

decoration is to be applied, a decoration charge based on the decoration to be applied to the base

product, a setup charge based on the decoration manufacturing process, a tax charge and a

shipping charge.

27.   (Original) The method of claim 26 including generating a quote user interface to present

the price for the promotional product.

28.   (Original) The method of claim 27 wherein the quote user interface presents the unit

charge, the decoration charge, the setup charge, the tax charge and the shipping charge.

29.   (Original) The method of claim 26 wherein the quote user interface includes at least a

portion of the specification information concerning the promotional product.

30.   (Original) The method of claim 1 wherein the decoration manufacturing process includes

any one of a group of manufacturing processes including an embroidery manufacturing process,

a silk-screen manufacturing process, and an engraving manufacturing process.

31 – 60. Canceled

61.   (Original) A machine-readable medium storing a sequence of instructions that, when

executed by a machine, cause the machine automatically to price a promotional product by a

method including:

generating a user interface that facilitates input of specification information concerning

the promotional product, the specification information including product information identifying

a base product and decoration manufacturing process information identifying a process whereby

a decoration is applied to the base product;

receiving the specification information concerning the promotional product; and

automatically calculating a price for the promotional product utilizing the product

information and the decoration manufacturing process information,

wherein the user interface further provides a visual representation of the promotional

product having the decoration applied thereto according to the decoration manufacturing process.

62.   Canceled.